



2009  
BusNSW Bulletin  
Advertising



# BUSNSW BULLETIN



ADVERTISING RATES

2009

Run of Press				MEMBERS DISCOUNT RATE		
	Casual	x5	x11	Casual	x5	x11
<b>Full Colour Positions</b>		(Annual Contract)	(Annual Contract)		(Annual Contract)	(Annual Contract)
Full Page	\$1,102	\$1,050	\$997	\$992	\$945	\$898
1/2 Page Horizontal	\$735	\$709	\$656	\$661	\$638	\$591
1/3 Page Horizontal/Vertical	\$604	\$577	\$551	\$544	\$520	\$497
<b>Premium Positions</b>		(Annual Contract)	(Annual Contract)		(Annual Contract)	(Annual Contract)
Outside Front Cover*	\$1,500	–	–	\$1,300	–	–
Outside Back Cover	\$1,234	\$1,181	\$1,129	\$1,111	\$1,064	\$1,016
Inside Front Cover	\$1,155	\$1,102	\$1,050	\$1,039	\$992	\$945
Inside Back Cover	\$1,155	\$1,102	\$1,050	\$1,039	\$992	\$945
<b>Mono / Spot Colour</b>		(Annual Contract)	(Annual Contract)		(Annual Contract)	(Annual Contract)
Full Page	\$735	\$682	\$656	\$661	\$614	\$591
1/2 Page Horizontal	\$499	\$472	\$446	\$449	\$425	\$402
1/3 Page Horizontal/Vertical	\$394	\$367	\$341	\$355	\$331	\$308
<b>Inserts</b>						
1 Page Insert	\$472	–	–	\$425	–	–

All prices include GST

\* Photography & Film at advertisers cost. Image specifications apply. Please enquire for availability of additional full colour positions.

## Lead Times

Issue	Booking Deadlines	Material Deadlines	Publication Date
January/February 2009	22 December 08	9 January	2 February
March 2009	23 January	30 January	2 March
April 2009	23 February	27 February	2 April
May 2009	27 March	1 April	1 May
June 2009	27 April	4 May	2 June
July 2009	25 May	2 June	27 June
August 2009	30 June	7 July	1 August
September 2009	28 July	5 August	1 September
October 2009	29 August	5 September	8 October
November 2009	29 September	3 October	3 November
December 2009	27 October	30 October	1 December

Agency Discounts: Sorry; Agency Discounts are not considered on top of existing prices.

The Publisher accepts no responsibility for variations in reproduction which may occur in advertisements for which material is supplied after the scheduled deadline. The Publisher reserves the right to substitute editorial or previous advertisements to replace late advertising material.

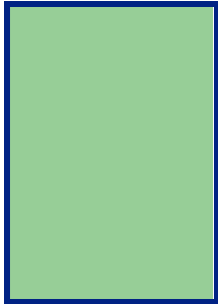
## Advertising Enquiries

BusNSW Postal Address: Locked Bag 13, North Parramatta 1750

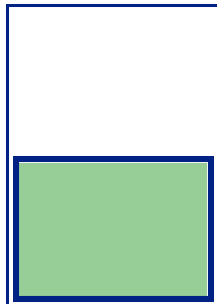
Contact Jacqui on: (02) 8839 9500 Fax: (02) 9683 1465 or [jjaeger@busnsw.com.au](mailto:jjaeger@busnsw.com.au)

## ADVERTISEMENT SIZES

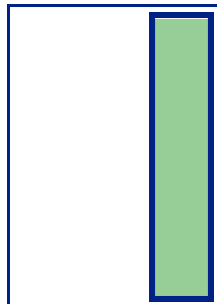
All dimensions are width x height in millimetres



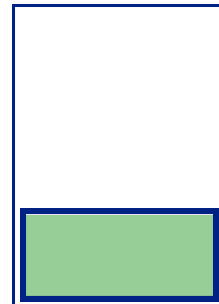
Full Page  
Image: 190 x 277  
Trim: 210 x 297  
Bleed: 213 x 303



Half Page Horizontal  
Image: 190 x 117.5  
No Bleed



Third Page Vertical  
Image: 65 x 247  
No Bleed



Third Page Horizontal  
Image: 190 x 87.5  
No Bleed

## ARTWORK REQUIREMENTS

To ensure advertisements appear in the Bulletin, in original format, with minimal delay, it is preferred all artwork meet the following requirements.

Upon booking of advertising space, material is to be sent on disk directly to BusNSW before the nominated material deadline.

BusNSW does not accept film for advertisements.

### Disk Requirements

BusNSW only accepts MAC & PC compatible compact disks.

### Artwork Requirements

BusNSW accepts digital artwork only in the following formats:

**TIF, JPEG & EPS** format with all fonts outlined & images embedded. Colour Ads must have artwork supplied in CMYK at 300dpi. Mono Ads must be supplied in greyscale format at 300dpi.

**Please note PDF's are not accepted.**

### Proofs

A proof must be included with all material supplied. No responsibility will be taken for colour variations in printing.

### Disk Returns

All disks shall be returned to clients as soon as possible after publication.

For any queries you may have with material requirements please contact:

### BusNSW

Locked Bag 13, North Parramatta 1750  
Phone: (02) 8839 9500 Fax: (02) 9683 1465

### Design Assistance

If you require an advertisement to be produced on your behalf please contact Jacqui. BusNSW can provide design services or suggest appropriate advertising agencies.

# BusNSW BULLETIN



ADVERTISING AGREEMENT

2009

## TERMS & AGREEMENT

To secure your advertising, please complete the terms and conditions form below and return to BusNSW:  
Locked Bag 13, North Parramatta 1750 Phone: (02) 8839 9500 Fax: (02) 9683 1465

## ADVERTISING BOOKING FORM 2009

BusNSW Bulletin Issue: Jan/Feb  March  April  May  June  July   
Booking Deadline:  22nd Dec  25th Jan  22nd Feb  11th Apr  28th Apr  26th May  
 August  September  October  November  December  
 30th Jun  28th Jul  29th Aug  29th Sept  27th Oct

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Ph: \_\_\_\_\_ Fx: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

### TYPE OF ADVERTISEMENT

Details (size, colour, premium positioning, etc): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### TERMS & CONDITIONS

**ADVERTISING CONDITIONS:** Advertising accepted for publication in BusNSW Bulletin is subject to the conditions set out in the available rate card. Every advertisement is subject to the approval of the publisher. No responsibility is taken for any loss due to the failure of an advertisement to appear according to instructions. The positioning or placement of any advertisement is at the discretion of the BusNSW Bulletin, except where specifically instructed and agreed upon by the publisher. Rates are based on the understanding the usage level order is used within the contract period. Should an advertiser fail to meet the total usage ordered, the rate will be amended to coincide with the total amount of space used.

**GENERAL CONDITIONS:** 1. Rates may be increased any time after 1 months

notice. 2. Payment terms: 30 days from publication date. 3. Deadlines mechanical specifications and cover position loadings are as per the current rate card. 4. Notice of cancellation or variations must be accepted and confirmed in writing 30 days prior to publication date (other wise 50% of advertising cost will be charged). 5. Positions will not be guaranteed unless prior arrangement has been made. 6. It is the advertiser's responsibility to check all details. 7. The client warrants to BusNSW Bulletin that the publication of the material submitted will not infringe any law and that the client agrees to indemnify BusNSW in respect of any liabilities or cost of any claim arising out of any such material.

**LATE MATERIAL:** Failure to supply material or advice of repeat material by the due deadline may incur an additional late fee.

I agree to the terms and conditions set out above.

I am the person responsible for placing a booking in the BusNSW Bulletin .

Signed: \_\_\_\_\_

PLEASE RETURN TO BusNSW:

Locked Bag 13, North Parramatta 1750 Phone: (02) 8839 9500 Fax: (02) 9683 1465